



## News Release

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### **Former Smoker, Lung Cancer Survivor Tells Story** *New UDOH ad campaign features true stories of one family's pain*

**SALT LAKE CITY**— As part of its adult cessation efforts, the Utah Department of Health (UDOH) Tobacco Prevention and Control Program (TPCP) recently launched a series of TV spots that focus on the serious physical and emotional impacts of tobacco on the users and their families.

The campaign features 54-year-old Teri James of Midvale, a former smoker who quit with the urging of her son, only to find out she had lung cancer shortly thereafter in 2001. After an operation to remove the upper right lobe of her lung and part of her rib cage, she was cancer-free until July 2004, when she was diagnosed with lung cancer a second time. She has survived – living her life six months at a time, from checkup to checkup – but the disease has left a permanent mark on the family. “What I did affected my kids and my husband forever,” says James.

“Teri’s life story puts a face on tobacco-related diseases and their tangible negative effects,” said Amy Sands, TPCP program manager. “The ads are very powerful and we hope they will motivate tobacco users to quit for good, as well as highlight the role that friends and family members can play in encouraging a loved one to quit.”

Teri, her family, and her doctor were all interviewed for the campaign. One of the most poignant spots involves Teri lamenting her addition to tobacco as “selfish,” and something that could have left her family suffering without her in light of her decision to smoke. When Teri was first diagnosed with lung cancer, she had a 70 percent chance of survival because it was caught early. When the disease came back a second time, her odds plunged to just 30 percent.

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“What is most incredible about Teri’s story is that she has overcome huge obstacles,” said Sands. “And, after working through those obstacles and redefining what is truly important in her life, she is making her story public to encourage others to quit using tobacco.”

For more information about UDOH’s statewide tobacco prevention effort, visit [www.tobaccofreeutah.org](http://www.tobaccofreeutah.org). For free help quitting tobacco, call 1.888.567.TRUTH or visit [www.utahquitnet.com](http://www.utahquitnet.com). You can view Teri’s story online at [www.WeDidItStory.com](http://www.WeDidItStory.com).

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*The mission of the Utah Department of Health is to protect the public’s health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.*